

Mustang Hardtop



It's a part of yourself you know.
And a part you never knew.
It's the indulgence of deep-padded
bucket seats. And the practicality of a
beautifully organized instrument panel.
It's the casual elegance of this
Hardtop's proud new profile. And the
crafted engineering of this Mach 1's
sportscar suspension.

Mustang.

It's a personal thing.



It's three different body styles, six
different engines, and fifty-five different
options that help make each Mustang
as unique as the man who owns it.
But Mustang is more. It's greater
than the sum of its parts. It's some-
thing you have to discover. Yourself.
See your Ford Dealer. Ford gives
you better ideas. (A better idea for
safety: buckle up).

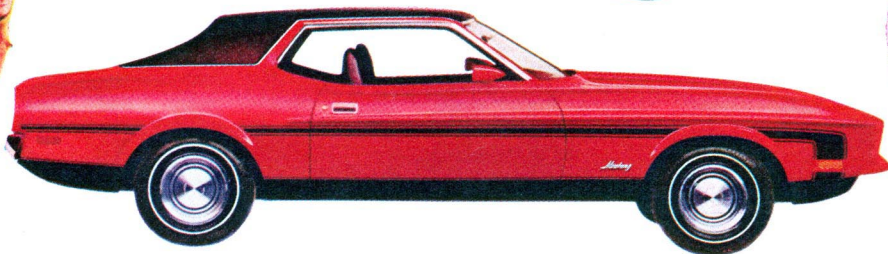
MUSTANG



Mustang Mach 1

For Spring Only. A Mustang of a New Stripe.

A New Mustang Hardtop. It's a Special Spring Value at your Ford Dealer's. Now.



You take a classic Mustang Hardtop, right? (That practical, comfortable, stylish variety.) Add a sports-car hood—NASA-type scoops and all. Add dual racing mirrors. Color-keyed Spoiler bumper. A unique grille with sport lamps. Brighten the sides with Boss tape stripes. Oh yes, and wide tires with special trim rings. Then take a look at the special prices of the extras. You're home.

Spring won't last forever. Neither will these Special Spring Values at your Ford Dealer's. Now.

MUSTANG



'71 Mustang. New Style and Handling from the Trans-Am Winner.



Mustang has always meant outstanding roadability and nimble handling. Proof comes from three Trans-Am and two SCCA National Rally Championships.

And 1971 brings you even more Mustang. Wider tread. Lower stance. All-new body-chassis. Super slippery Sports-Roof. New optional 351 Boss HO and 429 CJ-R 4V V-8's with Dual Ram induction. And improved handling that *MOTOR TREND* describes as "... a definite tendency to hug the road much tighter in cornering."

Mach I has the pole position. Standard thin-wall 302 V-8, all-synch 3-speed floor shift, low restriction honeycomb grille, sport lamps, tuned competition suspension with high rate springs, shocks and stabilizer bars, E70-14 belted tires, color-keyed spoiler bumper, dual racing mirrors, High Back buckets, more. With options to match.

Go for the action. Test one of the six new Mustang models today at your Ford Dealer's. Find out which of these great road cars is for you.

MUSTANG MACH I

MUSTANG



"The new Mach One.
Mach-ni-ficent!"

America's challenge to the great European road cars.

The 1971 Mustang.

How can you take a nice, all-American favorite like Mustang and compare it to the great European road cars? That's a challenge. But Mustang meets it beautifully. With great style, sure handling, and at a fraction of the cost.

The new Mach I with its long hood, NASA-type air scoops, flatback roofline and color-keyed spoiler bumper, will turn any road into the Via Veneto. It has a standard 302 cubic inch V-8, competition suspension, and a wider stance for better handling.

The new Mustang Grande has a distinctive new roofline, standard vinyl top, dual racing mirrors, and inside, the luxuries abound. Thin-shell bucket seats, a new wood-like applied instrument panel and electric clock, a deluxe 2-spoke steering wheel, all standard.

The new Mustang Hardtop is the lowest-priced Mustang of all. But what a list of standards: fully concealed windshield wipers, steel side-impact Guard Rails, a new three-dial instrument cluster, high-low ventilation, standard Uni-Lock Safety Harness with only one easy to use buckle. Some beauty, some buy.

Mustang for '71 has 7 engines, 3 rooflines and 6 new models. Mach-ni-ficent.

Ford gives you better ideas.

MUSTANG 



1971 MUSTANG MACH I

"The 1971 Mustang Grande. Mucho Grande!"



1971 MUSTANG GRANDE

"The new Mustang Hardtop. Fantastico!"



1971 MUSTANG HARDTOP